

## Sample Script: Not for Air

CLIENT:

MAN 1: I really need to go to the dentist, but I need to find a dentist that's gentle.

MAN 2: Like, how gentle? "Gentle as a baby bunny wearing cotton gloves" gentle?

MAN 1: That's not bad.

MAN 2: What about as "gentle as a butterfly landing on a pillow made from space-age fibers"?

MAN 1: I could deal with that.

MAN 2: My family goes to doctors Hooper and Vines. They have very gentle hygienists and a very friendly staff. They make you feel right at home.

MAN 1: I may need cosmetic dentistry.

MAN 2: Dr. Hooper and Dr. Vines perform general and cosmetic dentistry. They've got digital x-rays, and they work extended hours so you don't have to disrupt your life to get an appointment.

MAN 1: That works. What about my kids?

MAN 2: They accept patients as young as eight years old.

MAN 1: Perfect.

MAN 2: Dr. Hooper and Dr. Vines really go the extra mile to eliminate your fear of going to the dentist.

MAN 1: Who said I was afraid!?

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